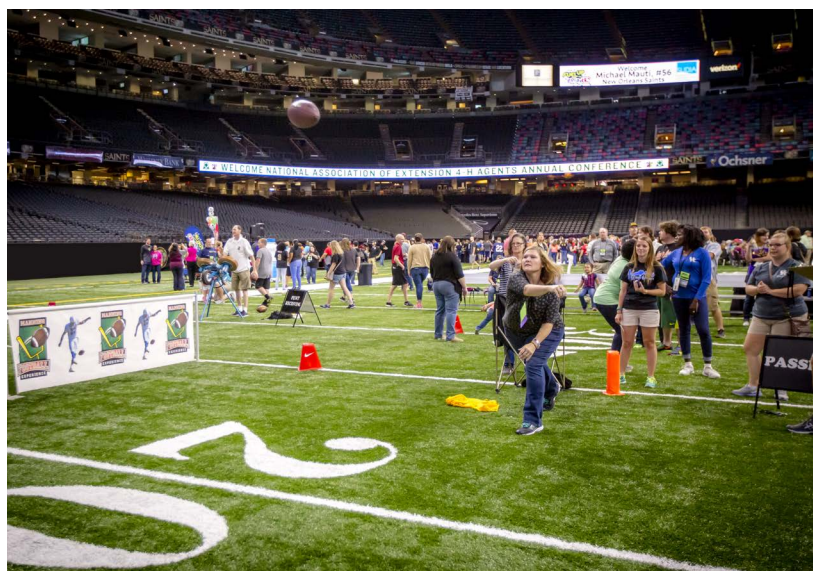




CAESARS SUPERDOME

TURF SPECIAL EVENT GUIDE



Caesars Superdome | P.O. Box 52439 | New Orleans, LA 70152
504.587.3663 | www.CaesarsSuperdome.com

TURF SPECIAL EVENTS



NOT JUST A PLAYGROUND FOR THE PROS

OUR GREEN TURF

Our green turf beats a red carpet any day. Whether planning an event for 50 people or thousands, the turf field of the Caesars Superdome is an ideal special event location sure to capture that coveted “wow” factor. The field is where the action happens and with Turf Parties, guests have the chance to be a real champion!

TURF AVAILABILITY

- Turf field available from August - December
- Certain dates are held for potential NFL football games; NFL football schedule is typically released in late Spring preceding the upcoming season

EVENT PROGRAMMING IDEAS

- Football Punt, Pass & Kick activities on turf field
- Saints game day inflatable tunnel at entrance
- Customized jerseys with event/CLIENT logo
- High School Marching Bands
- The Saintsations: Official Cheerleaders of the New Orleans Saints
- Football Player appearances/autographs
- DJ or live musical entertainment & dancing
- Tailgate style fare with game day hawkers
- Use of HD video boards capturing live event activity & guest images
- Fireworks display within Superdome
- *All of the above items to be provided and/or paid for by CLIENT*

VENUE INFORMATION



TOTAL SPACE

- Maximum field space: 112,900 sq. ft.

CAPACITY

- Venue capacity is determined on the overall event setup and any ancillary spaces utilized.

EVENT SCHEDULE:

- There is the possibility that event(s) will be scheduled at the Caesars Superdome, Smoothie King Center, and/or Champions Square (ASM Global Complex) during CLIENT move-in days, program days and/or move-out days.
- CLIENT understands that ASM Global will make available for use by others, such portions, areas and facilities within the ASM Global Complex.
- Move-in & move-out schedule may be temporarily halted during patron ingress & egress. ASM Global will not be responsible for any overtime outside contractor (i.e. decorator) charges due to any delays.

- CLIENT agrees to cooperate in good faith with ASM Global and with those persons using other portions and areas of the ASM Global Complex, especially during periods of ingress and egress, in order to make mutual use of the ASM Global Complex harmonious and agreeable. The assigned ASM Global Event Coordinator will work with CLIENT regarding the above.

MANAGER'S UNMANNED AIRCRAFT SYSTEM (UAS) POLICY:

- The possession, operation, or use of an unmanned aircraft system (UAS) or drone is prohibited on Caesars Superdome, Smoothie King Center, or Champions Square property without prior, written permission from management. Furthermore, persons operating a UAS on the property may be subject to criminal or civil penalties by the Federal Aviation Administration (FAA).

EXTERIOR LIGHTING



SUPERDOME EXTERIOR LIGHTING

- CLIENT may request specialty exterior lighting color on the Superdome for an event.
- Lighting requests cannot be confirmed until (30) days prior to event.
- PMS color request and lighting mode must be submitted in writing ten (10) days prior to event date.
- Lighting request will be given priority based on the space utilized within the complex.

EXTERIOR LIGHTING RESTRICTIONS

- Lighting is not offered during daylight hours.
- Lighting requests are for event day(s) only.
- ASM Global reserves the right to project the Caesars logo on the exterior of the facility during any given event.
- Color variations from the provided PMS color may occur.
- If hosting an event 24 hours prior to a New Orleans Saints or New Orleans Pelicans Game Day, lighting requests with opposing team colors will not be granted.

EVENT LIGHTING PRIORITY

- Lighting requests will be given priority based on the space usage within the complex
 - **1st Priority** – ASM Global Management – special circumstances/National Holidays etc. as deemed necessary
 - **2nd Priority** – New Orleans Saints and New Orleans Pelicans on Game Days and other select dates chosen by teams
 - **3rd Priority** – Event hosted on the Superdome Main Arena Floor
 - **4th Priority** – Event hosted in Champions Square
 - **5th Priority** – Event hosted in Superdome 200 Level Club Lounge(s)
 - **6th Priority** – Event hosted on Superdome Grand Staircase
 - **7th Priority** – Other requests subject to event schedule and ASM Global's discretion

CATERING INFORMATION

CENTERPLATE

- Exclusive in-house caterer and concessionaire at the Caesars Superdome.

RECEPTIONS

- Centerplate will provide CLIENT with plastic, disposable service ware for all food and beverage. No beverage glassware or plate glassware is permitted on the turf field during receptions.
- Signage will be placed in key areas requesting that guests refrain from placing their beverages directly on the turf field.

SEATED FOOD & BEVERAGE FUNCTION

- Centerplate will provide CLIENT with acrylic drinkware at dining tables during seated functions.
- Centerplate will utilize non-clear glass plates for food service during dinner.

COMBO - RECEPTION & SEATED FUNCTION

- Centerplate will utilize plastic, disposable service ware for all food and beverage during receptions on the turf field. No beverage glassware or plate glassware is permitted.
- Centerplate will provide acrylic drinkware at dining tables during seated functions.
- Centerplate will utilize non-clear glass plates for food service during dinner.

LOST ACRYLIC DRINKWARE

- If any acrylic drinkware utilized is missing at the end of the event, CLIENT will be responsible for reimbursement of missing product. Centerplate will bill CLIENT for the amount of acrylic drinkware missing. ASM Global will place staff at exit doors to monitor acrylic drinkware to reduce loss.



PRODUCTION & SPECS



HD END ZONE BOARDS

- CLIENT is responsible for all production personnel labor fees to upload content and/or test prior to the event.
- CLIENT is responsible for all production personnel labor fees to operate boards/run content during event hours.
- Final content is due to the assigned ASM Global Event Coordinator at least ten (10) business days prior to program. No exceptions.
- Usage of the HD End Zone Boards includes the center portion of the board termed "New Orleans Saints Default Setting".
- The New Orleans Saints shall be entitled to have displays of its sponsors included on the outer sides of End Zone Boards during event hours.
- CLIENT may not display any advertisement on these mediums that conflicts with the Saints' exclusive sponsors.
- The assigned ASM Global Event Coordinator will include all applicable fees related to use of the Boards in cost estimate submitted to CLIENT.

HD END ZONE BOARDS SPECS

Size: (2) boards; 35' x 320' 16 MM

Capabilities: Commercial, Live Action Videos, Instant Replay, Full Video Production Facility available

Locations: (1) North end /(1) South end

Format: HD 1080i - 1920 pixels wide x 1080 pixels high jpg

200 LEVEL & 500 LEVEL LED RIBBON BOARDS

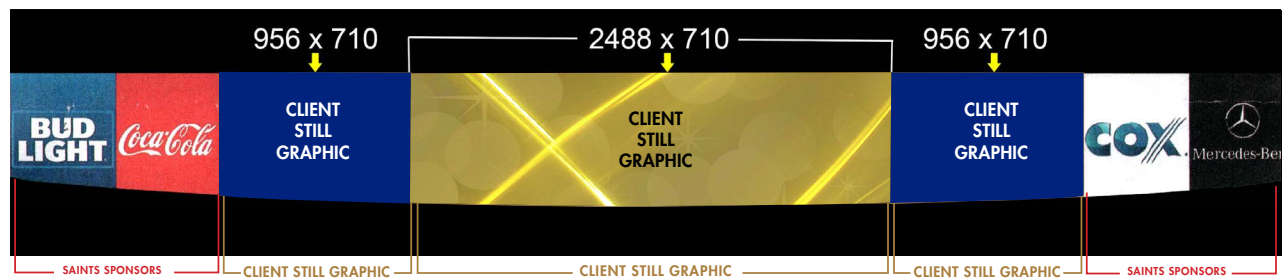
- CLIENT may create files for the above boards. Speak to assigned ASM Global Event Coordinator for specifics/file types, sizes, etc.
- If CLIENT is creating the files, files are due to assigned ASM Global Event Coordinator ten (10) business days prior to your program so they can be tested in advance of your event, no exceptions.
- If ASM Global creates files on behalf of the CLIENT, final information is due to the assigned ASM Global Event Coordinator at least ten (10) business days prior to program, no exceptions.
- All expenses related to creating files for the boards in advance of the event are the responsibility of the CLIENT.
- CLIENT is responsible for all production personnel labor fees to upload content and/or test prior to the event.
- CLIENT is responsible for all production personnel labor fees to operate boards/run content during event hours.
- The assigned ASM Global Event Coordinator will include all applicable fees related to use of the Boards in cost estimate submitted to CLIENT.

HD ENDZONE BOARD OPTIONS

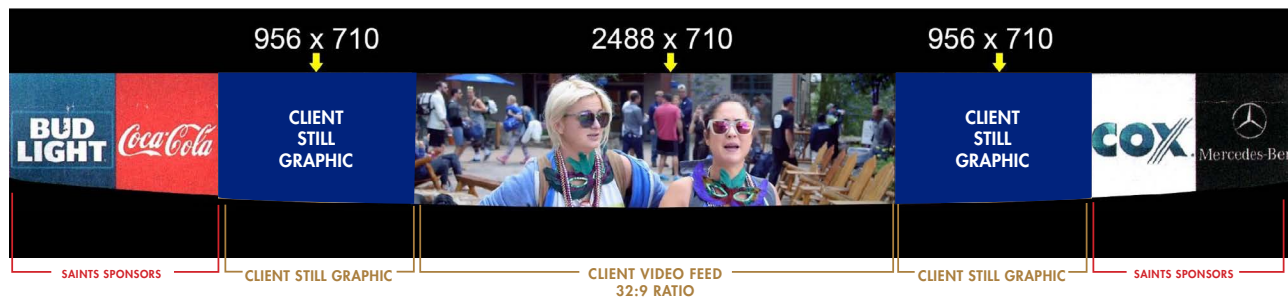
1.) PRIVATE EVENT: FULL GRAPHIC LOOK



2.) PRIVATE EVENT: MULTIPLE STILL GRAPHICS LOOK

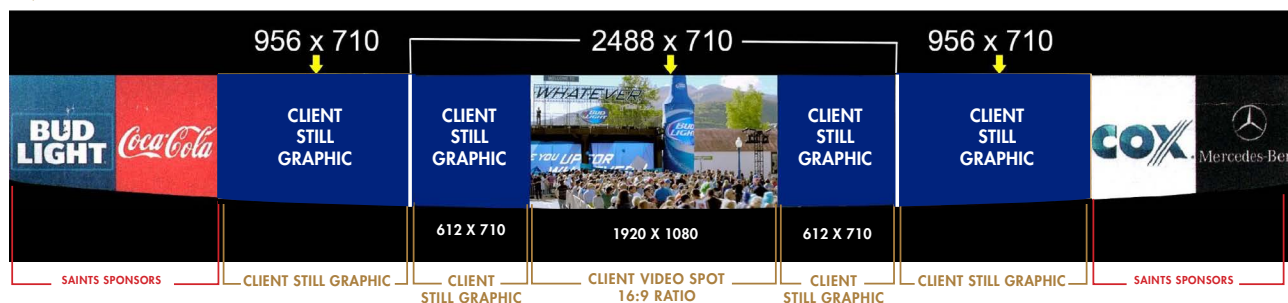


3.) PRIVATE EVENT: LIVE VIDEO LOOK



*Please note the live video feed option is not a standard video dimension and will require the rental of an ASM Global HD camera, the ASM Global production room and all associated labor costs.

4.) PRIVATE EVENT: VIDEO SPOT LOOK



- The New Orleans Saints shall be entitled to have displays of its sponsors included on the outer sides of End Zone Boards during event hours.
- Please note there are multiple Saints' exclusive sponsors that will rotate on the outer sides of the End Zone Boards during event hours.

CROWN ROYAL SIGNATURE CLUB & CAESARS REWARD LEGACY CLUB



LOCATIONS

- Two Premium Bunker Club Lounges, located on the Ground Level, underneath the East and West stands.

TOTAL SPACE PER BUNKER CLUB

- Interior Club: 7,000 sq. ft.
- Porch: 3,400 sq. ft.
- Main Arena Floor adjacent to Porch: 7,888 sq. ft. (height restrictions apply)

CAPACITIES

Interior of Club Lounge

- Seating capacity in existing configuration: 130
- Reception capacity: 500

Porch & Extended Porch Area

- Seating capacity in existing configuration: 100
- Reception capacity: 700

FURNISHINGS AND FIXTURES

Interior of Club Lounge

- White leather chairs & ottomans and opaque glass topped circular coffee tables
- Walnut wood grain highboys with upholstered barstools

- Illuminated fixed bar
- Upscale food prep and service stations
- Two fixed countertop bar areas with barstools

Porch & Extended Porch Area

- Brushed silver dining tables and chairs
- White leather chairs and sofas
- Illuminated cubes with customizable colors
- Illuminated fixed bar

AUDIO

- Full range audio system, including connectivity in multiple locations for wired microphones, iPod and CD player
- Each Bunker Club has two wireless, portable microphones
- Ability to receive standard feed from Main Arena Floor event via PA, Radio and TV

VIDEO

- Two 103 in. plasma TVs with Blu-Ray capability and DVD playback
- Six 60 in. wall-mounted LED TVs

- Fourteen 42 in. LED TVs
- Sixteen 37 in. LED TVs located in the restrooms
- TVs have the ability to play cable channels, PowerPoint Presentations, and Main Arena Floor feed
- Video system can be combined or separated between the two Bunker Clubs

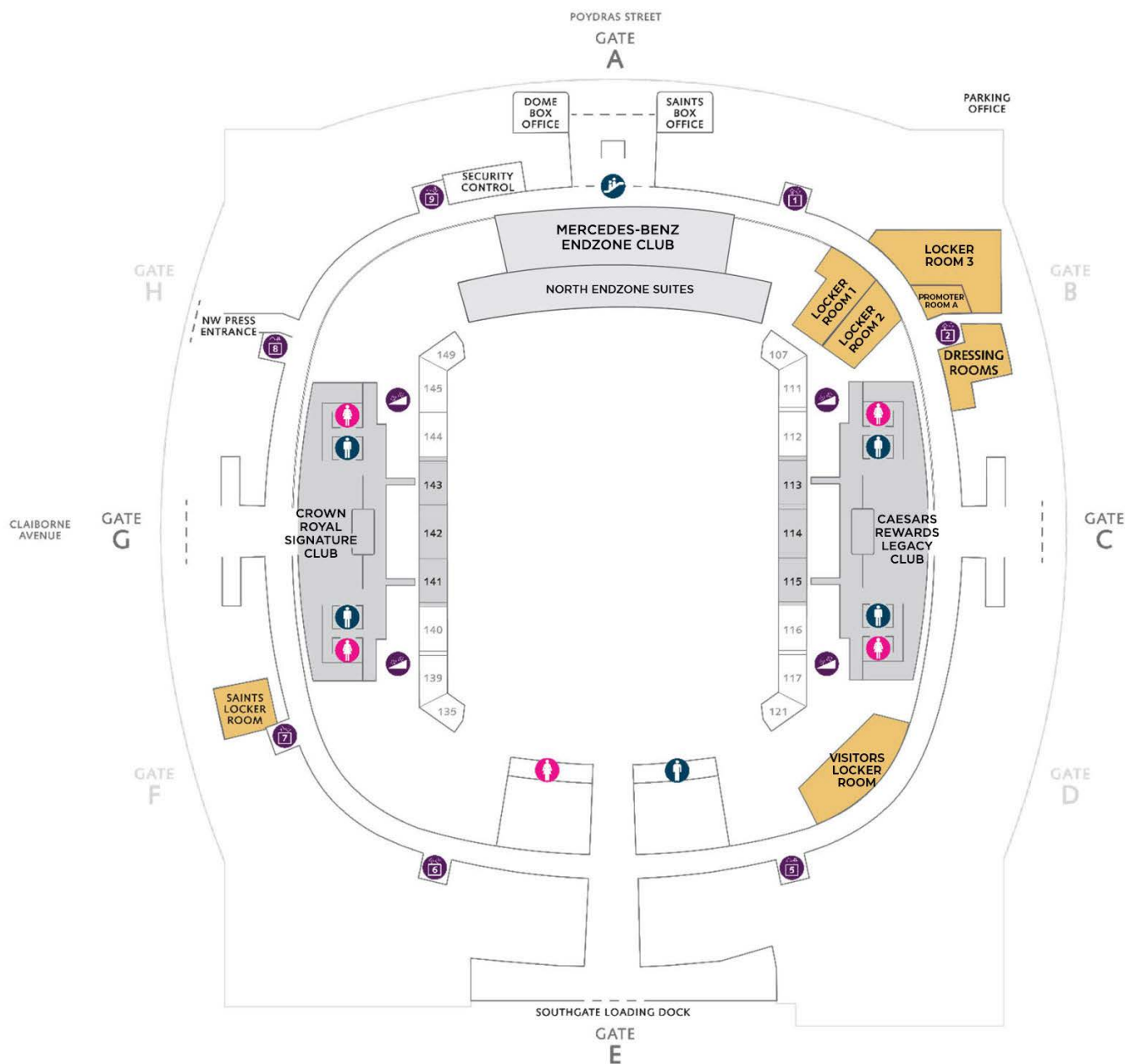
LIGHTING

- Dimmable lighting throughout the Club and Porch area
- Energy efficient fluorescent fixtures with a fully programmable dimming system allowing for several different scenes of lighting for all types of events

TECHNOLOGY

- Wireless data capabilities: four access points in each Bunker Club and two in each lobby between the garage and Lounge
- High speed internet access
- Enterprise-level phone system

GROUND LEVEL SITE MAP



- | | | |
|-------------|------------------|--------------------|
| ELEVATOR | MEN'S RESTROOM | FIRST AID |
| ESCALATOR | WOMEN'S RESTROOM | ATM |
| RAMP | FAMILY RESTROOM | GUEST SERVICES |
| STAIRS | CONCESSIONS | ACCESSIBLE SEATING |
| MERCHANDISE | BAR | --- EXTERIOR ENTRY |



COMPLEX SITE MAP

